

Your ultimate
guide to
fundraising



Tackle Cancer Fundraising pack



In aid of
**CANCER
RESEARCH
UK**

Together we will beat cancer

Scottish Hockey Tackle Cancer

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Intro from Scottish Hockey

Scottish Hockey is delighted to team up with Cancer Research UK and support the fight against cancer. Through the Club Pledge initiative, which hockey clubs across Scotland have signed up to support, the hockey family is coming together to raise funds and support Cancer Research UK's life-saving work.

Hockey is the fun, friendly and exciting sport for life so let's use hockey's platform to help raise awareness and improve early diagnosis and prevention of cancer. We're determined to help families stay together and bring forward the day when all cancers are cured.

Let's do this together. Join our team and tackle cancer.



Welcome from Cancer Research UK

Hello hockey fans! My name is Heather and I'm your Cancer Research UK contact.

As an ex-hockey player and cancer warrior, I'm delighted to be working with Scottish Hockey to tackle cancer. I hope you find this pack useful and feel empowered to take on your own fundraising. If you have any specific questions, please get in touch.

All that's left for me to say is thank you for the support and good luck! With your help we're one step closer to the day when all cancers are cured!



Who is Cancer Research UK?

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research, influence and information, and our vision is to bring forward the day when all cancers are cured.

Our pioneering work into the prevention, diagnosis and treatment of disease has helped save millions of lives.

In 1970, a quarter of people born in the UK diagnosed with cancer survived, today, thanks to research, 2 in 4 survive their cancer. But we still have a long way to go. Our ambition is to accelerate progress and see 3 in 4 people surviving their cancer by 2034.

COVID-19 has slowed us down, and hit us hard, along with many other charities, but we won't stop working towards making progress for people affected by cancer. We're so excited to be working with Scottish Hockey, now more than ever we need your support and we know that together we will raise vital funds that will make a huge impact on life-saving research.



How your fundraising helps

Cancer is the leading cause of death in Scotland, this year 32,300 people will be diagnosed with cancer in the country, only half of them will survive for 10 years or more. To put that into perspective, that's 6,500 people, or half of Scottish Hockey's affiliated players.

We are the largest charitable funder of cancer research in Scotland, spending over £42 million on research in Scotland last year.

Through the pioneering work of our researchers and doctors in Scotland, we're determined to make a difference to people with cancer in the region and beyond.

We've made significant progress up until now, cancer death rates in Scotland have fallen by around a sixth in the last twenty years, and with the help of Scottish Hockey, we believe we can relegate cancer forever.

Did you know that 90% of our donations are £10 or less, proving small gifts make a massive difference!

What money can buy

£5

The cost of a hockey ball...



Buys a beaker—an essential piece of equipment for any lab.

£10

The cost of a mouth guard...



Buys agarose gel, a vital component for a technique that scientists use to measure the length of pieces of DNA.

£20

The cost of a pair of shin guards...



Could pay for a simple blood test that allows researchers to analyse a patient's DNA.

£50

The cost of a hockey kit bag...



Buys a microscope lens, meaning that our scientists can focus on beating cancer.

£100

The cost of a hockey stick...



Could pay for a patient's cancer biopsy, where a tiny amount of tumour is removed with a needle to be studied in the lab.

£500

The cost of a full team of strips...



Buys an exome sequencing experiment— used to find information about our DNA, so scientists can find cancer-causing mutations.

£1000

The cost of a goalkeeper's kit...



Pays for imaging software that can be used to film cells in real time. This could help test potential life-saving treatments and find promising new cancer drugs.

£2400

The cost of a pair of hockey goals...



Buys a personal radiation detector to help keep our scientists safe while they're carrying out potentially dangerous experiments.

Where your money goes

Research

Your donations provide Scotland with vital funds for life-saving research. Scotland is home to the Cancer Research UK Edinburgh and Glasgow Centres, as well as the Beatson Institute. Researchers there are focusing on a broad spectrum of cancer types and looking at inner workings of cancer cells, research into cancer risk, drug development, genetics and imaging.



We support clinical trials and research nurses across Scotland. These trials are vital for improving outcomes for people with cancer by testing new treatments, improving current ones to deliver better, kinder ways to combat the disease.

In Edinburgh, Professor Tim Aitman is searching for circulating tumour cells in blood samples of patients with breast, bowel, ovarian and pancreatic cancer. Sometimes cancer cells break away from a tumour and enter the blood. Scientists are developing a non-invasive blood test to hunt for these tumour cells. This could help doctors detect cancer earlier, when treatment is most effective.

Policy and information

Your fundraising also allows us to support the local community with prevention and early diagnosis as well as important policy work.

As part of the Cancer Awareness Roadshow, our nurses go into the heart of communities with poorer cancer outcomes, to help people take positive steps for their health and access support from local services. The roadshow reached 7,575 people in Scotland in 2019/20.

Healthcare Professional Facilitators also work directly with local health professionals to provide training and support to improve cancer prevention and early diagnosis. Our facilitators delivered 116 tailored practice visits in Scotland last year.

Campaigns Ambassadors save lives by persuading politicians to support better cancer policies. Just by talking to their politicians, Ambassadors help change Government policy.



Fundraising Ideas

With the support of Scottish Hockey, we can continue to fund cutting edge research in Scotland, creating more tomorrows for you, your team mates, family and friends.

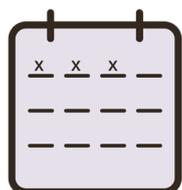
We have a variety of fun and engaging events and campaigns for your club to take part in. Here are some ideas for raising those vital funds!



Club- led fundraising ideas

End of season & festive celebrations

Most clubs will host some form of celebration at Christmas and towards the end of season. You could use this opportunity to include a raffle in aid of Cancer Research UK.



Social Evenings & Club Days

Throughout the season you may already have a social calendar of events. You could consider organising a Race night or quiz night with a portion of ticket sales going towards your fundraising total. On club days you could encourage players and spectators to bring home baking to sell.

Committee Challenge

As a committee you should consider setting a fundraising target for the club and use the Totaliser Poster (see fundraising materials) to keep your club updated on their progress.

For further motivation you may want to agree that for every fundraising milestone achieved the club president will do something, for example sit in a bath of baked beans or dress as club mascot for the day!



Fundraising Page

Include your fundraising page within your website and social media channels. Details on how to create your fundraising page are included within this pack.

Team-led fundraising ideas

Kangaroo Court

Kangaroo Court also known as a fine system is a great team bonding activity and fun way to raise funds.

As a team agree a set list of penalties, for example missing training, arriving late to a game, scoring an own goal, being man of the match, and more. Decide how much each fine is worth and nominate someone in the team to collate payments.



Sponsored Challenge

Uniting as a team to take on a challenge is another opportunity to bond off the pitch.

Have a look at the Cancer Research UK Campaigns calendar. Perhaps you want to participate in Race For Life or take on Stand Up To Cancer's Great British Bake Off.

Youth section-led fundraising ideas

Bring a Buddy Night

Encourage your players to 'bring a buddy' in return for a £2 donation. This is a great opportunity to recruit new youth members to your club.



Halloween & Christmas

Most children love an excuse to dress up! Suggest your players dress up for Halloween or wear their Christmas Jumper and bring £2 donation for the occasion.

Fundraising Tubes

Encourage the players to take home a fundraising tube (see fundraising materials) to fill with twenty pence pieces. A full tube is a donation of over £10, which could buy essential everyday items, like test tubes, to use in experiments that lead to breakthroughs and save lives.



Calendar of activities

	CRUK events Scottish Hockey can choose to take part in	Seasonal Fundraising Inspiration	Health Awareness Months
January	Dryathlon Veg pledge  	New Year Resolutions Burns Night 	Cervical Cancer Awareness Week 
February	World Cancer Day  Sugar Free February  Fitness February 	Valentines Day Pancake Day  Chinese New Year	
March	Walk All Over Cancer 	Mother's Day International Womens Day 	Prostate & ovarian cancer awareness  Brain tumour awareness
April	Race For Life & Pretty Muddy  Football Shirt Friday 	Easter Spring 	Bowel cancer awareness 
May	Race For Life & Pretty Muddy  	Eurovision May Bank Holiday	Sun awareness week Mental health awareness week  Women's Health Week
June	Race For Life & Pretty Muddy  	Father's Day Pride Month	Immunotherapy awareness
July	Race For Life & Pretty Muddy	Wimbledon Independence Day 	Sarcoma awareness
August	Shine Night Walk 	Summer fundraising 	Lung cancer day 
September	Race For Life & Pretty Muddy  Cycle 300  Shine 	Back to school 	Blood cancer awareness Childhood cancer awareness 
October	Stand Up to Cancer 	Halloween Autumn Fundraising 	Breast cancer awareness 
November		Bonfire Night Diwali Autumn fundraising	Men's health month Pancreatic & lung cancer awareness 
December		Christmas/festive fundraising New Year 	

How to Create a Club Fundraising Page

Scottish Hockey have a dedicated fundraising platform at Cancer Research UK which we call a "Superteam page". Each hockey club should create their own team Page within the main page. Steps on how to do this are outlined below:

- 1** Scottish Hockey's fundraising page can be found [here](#).
On Scottish Hockey's fundraising page click where it says 'log in' in the top right corner to create a profile
- 2** Enter your email address to log in and click 'next'. The page will guide you through a step by step process to set up an account.
- 3** This will take you to a page to create your own giving page.
Click on the little box at the top right of the screen.
Open the drop down menu and select 'your dashboard'.
- 4** On the dashboard page scroll down until you get to the light blue icon that says, 'your teams', and then click 'create new team'
- 5** On this page, first, write in the name of your hockey club and click on 'create a new giving page'
- 6** Where it says search events, type in 'Scottish Hockey Tackle Cancer'.
Click on the event page titled 'Scottish Hockey Tackle Cancer Feb 2021 – Feb 2026'
- 7** The next page will ask you some questions about your fundraising which are optional. Once ready click 'Continue'.
- 8** On the next page, use the name of your Hockey Club to call your page, for example 'Inverleith Hockey Club' and select 'Create page'.
- 9** Here you've created your own fundraising page, which you can edit and customise. Further down this page you'll see a blue box which tells you your page is connected to Scottish Hockey's Superteam page.
- 10** You've now set up a club fundraising page which you can edit and customise. You may want to add a fundraising target or photos.
Use the blue 'share page' icon at the top left of the page to share on your club website and social media.

<https://fundraise.cancerresearchuk.org/unite/scottish-hockey-tackle-cancer>



Fundraising Materials

You can order free fundraising materials (banners, balloons, collection buckets etc) to assist with your fundraising efforts. The cost of materials shouldn't be more than 20% of what you expect returned in fundraising income. An overview of items is included below:

A4 poster – £0.08

CRUK banner – £0.50

Balloons (10 pack) – £0.90

Bunting – £1.15

Fundraising tube – £0.17

Plastic goblet – £2.01

Collection bucket – £4.24

Totaliser poster – £1.22

Order your materials by emailing heather.duff@cancer.org.uk

Thank you for your support

Together we will beat cancer



In aid of

CANCER
RESEARCH
UK



Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247), Northern Ireland charity registration pending. Registered address: 2 Redman Place, London E20 1JQ